

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
NEW MEXICO	1,515,069	1,819,046	1,867,337	1,956,138
MEDIAN AGE (YRS)	----	34.5	35.3	36.1
HISPANICS (ANY RACE)		765,386	793,890	846,170
STATE'S PERCENTAGE		42.08%	42.51%	43.26%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	1,214,253	1,225,343	1,254,248
STATE'S PERCENTAGE	66.75	65.62	64.12
MEDIAN AGE (YRS)	38.6	39.6	41.4
BLACK/AFRICAN-AMERICAN	34,343	36,291	38,245
STATE'S PERCENTAGE	1.89	1.94	1.96
MEDIAN AGE (YRS)	29.7	30.0	30.1
AMERICAN INDIAN/NATIVE	173,483	183,369	197,102
STATE'S PERCENTAGE	9.54	9.82	10.08
MEDIAN AGE (YRS)	25.6	26.2	27.4
ASIAN	19,255	20,760	23,077
STATE'S PERCENTAGE	1.06	1.11	1.18
MEDIAN AGE (YRS)	33.1	33.8	35.4
HAWAII/PACIFIC ISLANDER	1,503	1,628	1,829
STATE'S PERCENTAGE	0.08	0.09	0.09
MEDIAN AGE (YRS)	28.8	28.9	29.1
OTHER	309,882	330,886	366,913
STATE'S PERCENTAGE	17.04	17.72	18.76
MEDIAN AGE (YRS)	26.6	27.7	29.6

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	293,016	292,680
SUBURBAN	980,284	1,024,289
RURAL	594,037	639,169

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

NEW MEXICO: EXPENDITURES

Transportation and Marketing

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$37,889	-----	
PER CAPITA	\$19,331	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$24,863,176,000	\$31,650,689,000	27.30%
FOOD AT HOME TOTAL	\$3,421,107,900	\$3,976,605,900	16.24%
FOOD AWAY FROM HOME TOTAL	\$2,535,442,400	\$3,221,496,000	27.06%
FOOD AS % OF TOTAL EXPENDITURES	23.96%	22.74%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$663,307,100	\$778,878,100	17.42%
FISH & SEAFOOD PRODUCTS	\$60,518,500	\$70,273,400	16.12%
FRUITS & VEGETABLES	\$397,198,200	\$454,333,100	14.38%
DAIRY PRODUCTS	\$391,810,900	\$454,255,100	15.94%
BAKERY PRODUCTS	\$339,583,700	\$382,884,500	12.75%
CEREALS & PRODUCTS	\$192,417,600	\$228,594,300	18.80%
PREPARED FOODS	\$548,926,400	\$639,576,200	16.51%
JUICES	\$95,741,800	\$109,421,300	14.29%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$191,671,500	\$269,175,700	40.44%
FAST FOOD	\$93,591,900	\$127,266,000	35.98%
FULL SERVICE	\$98,079,600	\$141,909,700	44.69%
LUNCH	\$654,111,500	\$825,671,000	26.23%
FAST FOOD	\$412,128,100	\$506,272,000	22.84%
FULL SERVICE	\$241,983,500	\$319,398,900	31.99%
DINNER	\$898,152,600	\$1,164,382,400	29.64%
FAST FOOD	\$409,215,700	\$505,158,600	23.45%
FULL SERVICE	\$488,936,800	\$659,223,800	34.83%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$941	\$1,034	9.88%
POULTRY	\$270	\$297	10.00%
EGGS	\$62	\$66	6.45%
FISH & SEAFOOD			
FRESH	\$41	\$44	7.32%
FROZEN	\$28	\$32	14.29%
CANNED	\$17	\$17	0.00%
FRUITS / VEGETABLES			
FRESH	\$409	\$440	7.58%
CANNED	\$82	\$91	10.98%
FROZEN	\$47	\$48	2.13%
OTHER	\$25	\$24	-4.00%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$180	\$193	7.22%
CHEESE	\$139	\$144	3.60%
ICE CREAM	\$81	\$88	8.64%
BUTTER / MARGARINE	\$42	\$51	21.43%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$377	\$398	5.57%
COOKIES	\$67	\$70	4.48%
CRACKERS	\$38	\$40	5.26%
CEREALS & PRODUCTS			
CEREALS	\$147	\$156	6.12%
PASTA PRODUCTS	\$48	\$55	14.58%
FLOUR & MIXES	\$46	\$54	17.39%
RICE	\$32	\$38	18.75%
PREPARED FOODS			
SNACKS/CHIPS	\$119	\$137	15.13%
JUICES	\$136	\$145	6.62%
FROZEN/PREP. OTHER	\$89	\$103	15.73%
SOUPS	\$60	\$69	15.00%
SAUCES & GRAVIES	\$63	\$62	-1.59%
BABY FOOD	\$47	\$50	6.38%
FROZEN MEALS	\$36	\$41	13.89%
NUTS	\$29	\$31	6.90%
SALADS	\$21	\$26	23.81%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch